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AIRPORTconnect:

Four German airports team up to launch unique advertising network

Effective immediately, advertising customers at the airports in Munich, Stuttgart, Düsseldorf and Hamburg can take advantage of a new, exclusive service: With **AIRPORTconnect**, companies and media buyers can now book premium DOOH advertising displays at four German airports flexibly and on a weekly basis.

At the four locations, advertisers can deliver their messages on a total of 28 premium Full-HD 16:9 screens, with the potential to reach more than 2.5 million affluent passengers per week. It adds up to an innovative marketing concept that combines an attractive target group with an impressive reach and flexible booking options. This combination is already winning over customers: The premium luggage manufacturer Samsonite has booked the **AIRPORTconnect** model for four weeks starting on the May 13th rollout date.

"With **AIRPORTconnect**, we've joined forces with strong partners to launch a groundbreaking concept for the marketing of digital advertising displays at airports throughout Germany," said Cornelia Rossmann, the head of advertising and media at Munich Airport. A total of 12 of the 28 displays are located at **Munich Airport** – all of them after the security screening checkpoints in the terminals. Along with prestigious surroundings, high footfall, long dwell times and a high percentage of business travelers and decision makers, Munich Airport boasts a wealth of premium advertising locations. **Düsseldorf Airport** also offers large-format presentation options for advertisers' messages, both in the terminal and at the gate, in the form of four digital screens – both airside and landside. At **Hamburg Airport**, eight screens are positioned before and after security to accompany passengers on their journey through the airport. Rounding off the **AIRPORTconnect** family, **Stuttgart Airport** features four high-tech screens in the public area along the walkways in the Terminal 1 arrival and departure zones.

For further information, visit: www.munich-airport.de/airportconnect.

FMG (Flughafen München GmbH), incorporated in 1949, operates Munich Airport, which opened at its present site on May 17, 1992. It is jointly owned by the Free State of Bavaria (51 percent), the Federal Republic of Germany (26 percent) and the city of Munich (23 percent). The FMG corporate group, with its 18 subsidiaries, employs approximately 10,000 people. With a total workforce of about 35,000, employed by about 550 companies, Munich Airport is one of Bavaria's largest workplaces. Within just a few years of opening, Munich Airport developed into a major air transportation hub and was firmly established as one of Europe's 10 busiest airports. Munich Airport now offers connections to more than 250 destinations all over the world. In 2018 Bavaria's gateway to the world has handled approximately 413,000 flights with 46,3 million passengers. Bavaria's gateway to the world became the first – and is so far the only – airport in Europe to be honored with the prestigious title of »5-Star Airport« by the London-based Skytrax Institute.

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